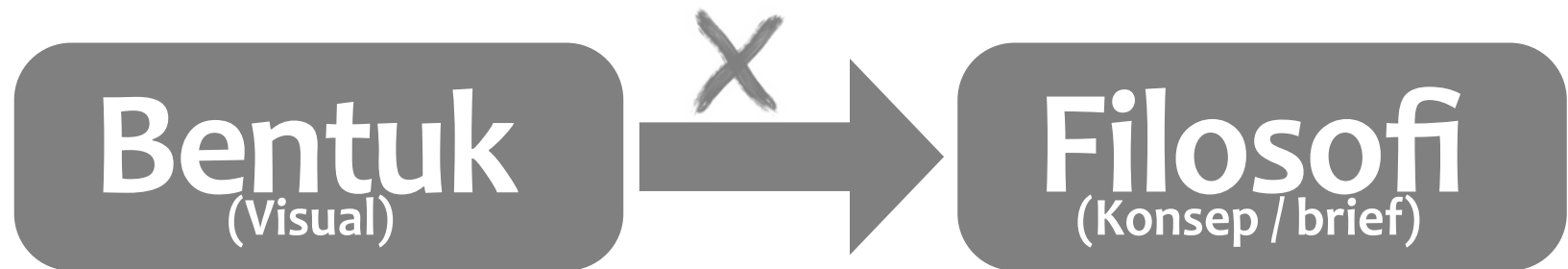
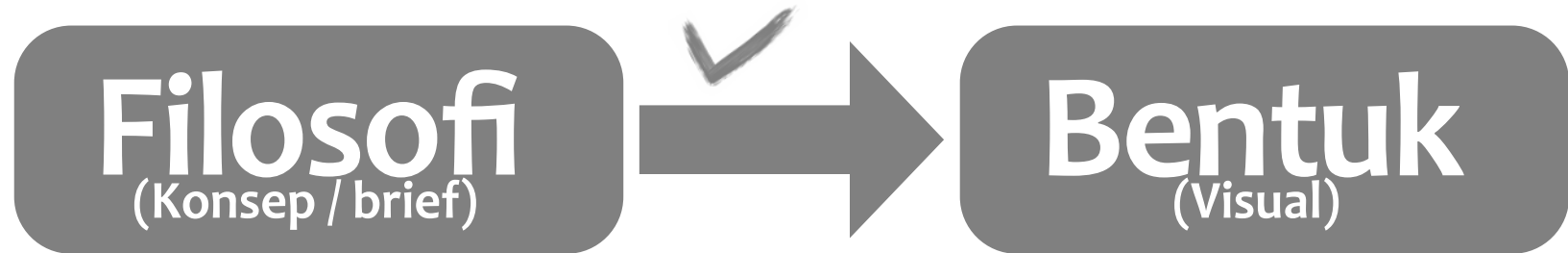
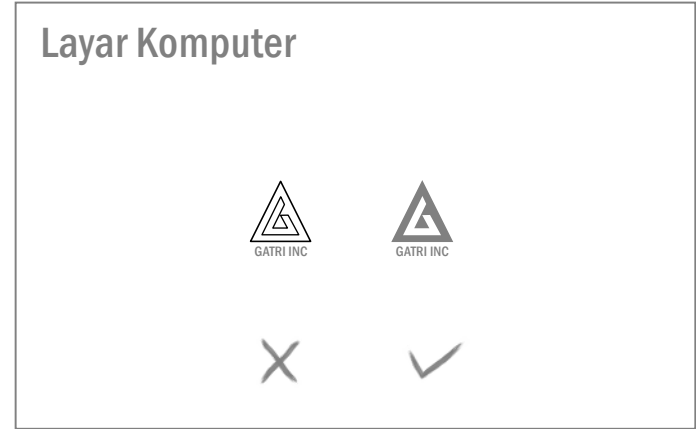
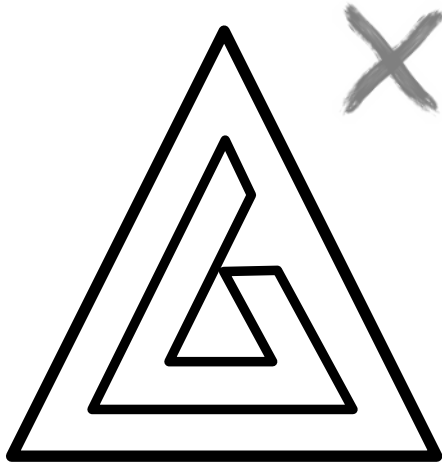


# FILOSOFI VS BENTUK



# BISA TERLIHAT JIKA DIBUAT ICON



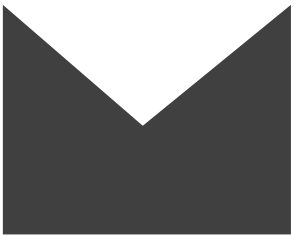
# GAYA LIPATAN



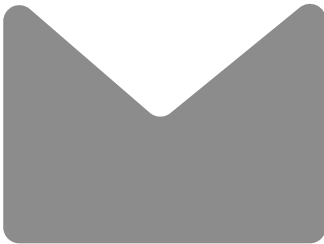
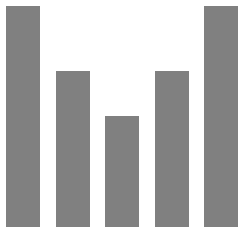
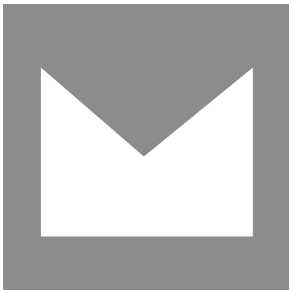
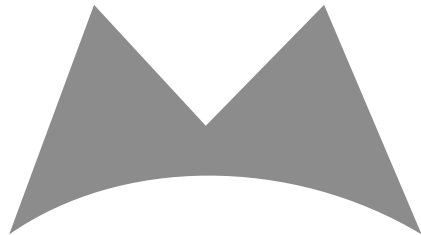
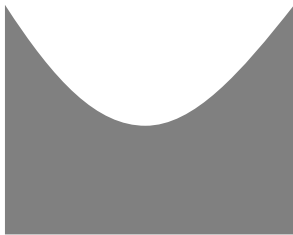
# MUDAH DIKENAL MESKI DIPOTONG



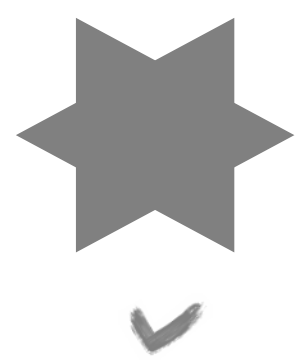
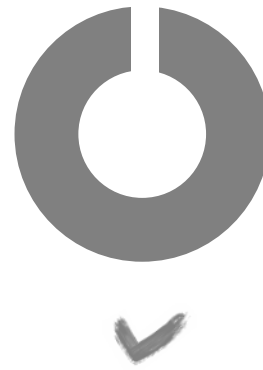
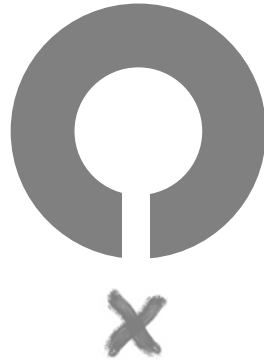
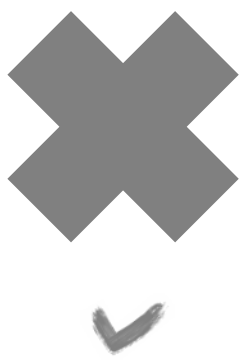
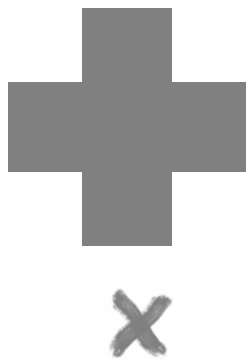
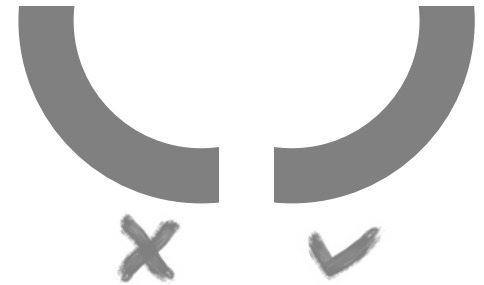
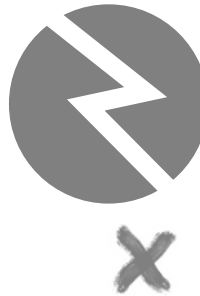
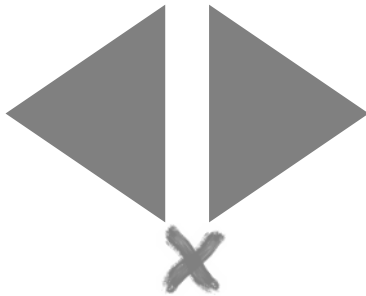
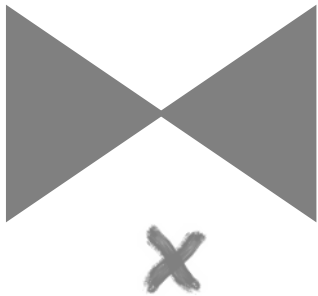
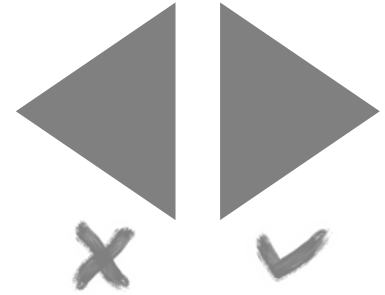
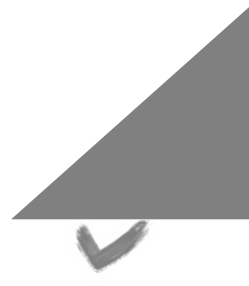
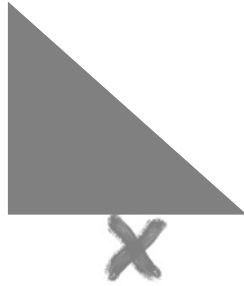
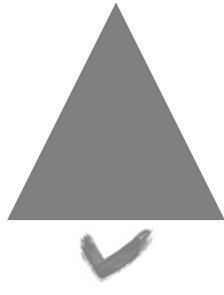
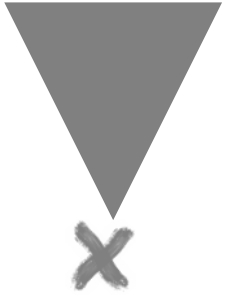
# ALTERNATIF TRANSFORMASI BENTUK



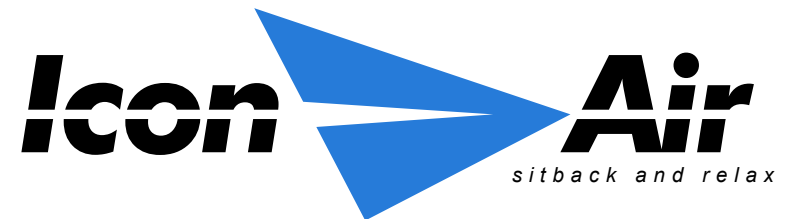
Logo Dasar



# PERSEPSI NEGATIF VS POSITIF



# POSISI LOGOGRAM TERHADAP LOGOTYPE



**BENTUK KHAS**

*move*

sehat

v.i.x.e.n



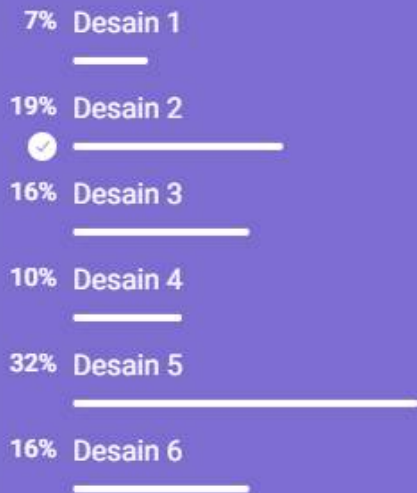


Untuk Polling...

10:08 PM ✓

Dari desain2 logo di atas,  
mana yang paling menarik?

Anonymous Poll



31 votes



10:09 PM ✓

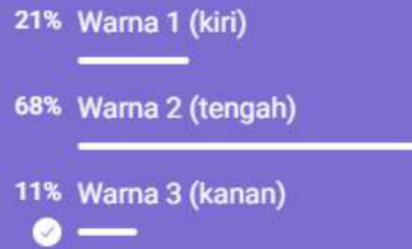


Silakan pilih pada Polling

11:14 PM ✓

Kalender Warna berapa yang  
paling menarik?

Anonymous Poll



19 votes

11:15 PM ✓

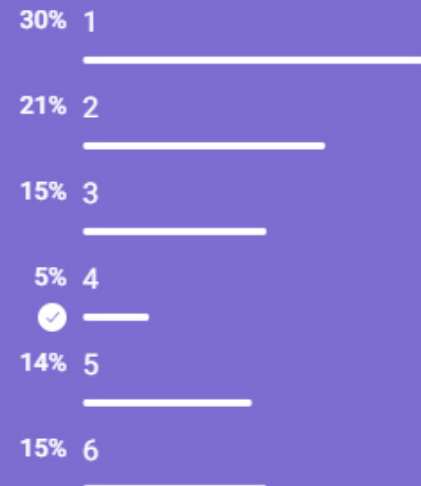


Silahkan dipilih via Poll

05:58 AM ✓

Menurut teman2, desain no  
berapa yang cocok untuk  
toko buku tsb?

Anonymous Poll

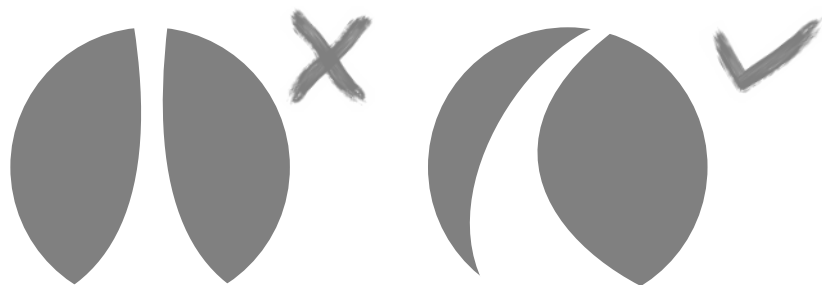
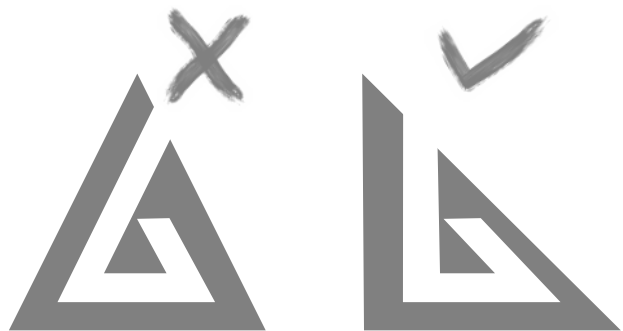


78 votes

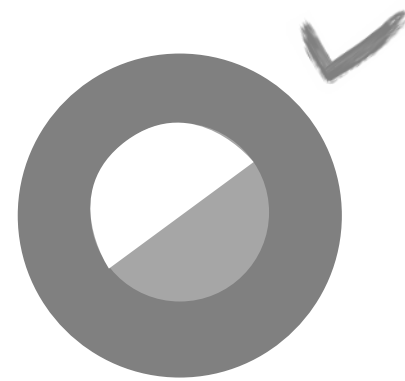
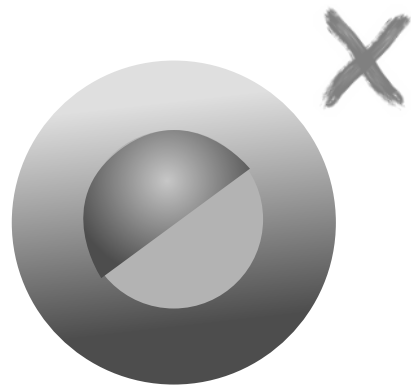
05:58 AM ✓

POLLING

# MUDAH DIKENAL MESKI DIPOTONG



# HINDARI GRADASI



✓  
**TWIST**

X  
**TWIST**

✓  
**TWIST**

# HINDARI EFEK



## KARAKTER YANG MUDAH DIKENAL



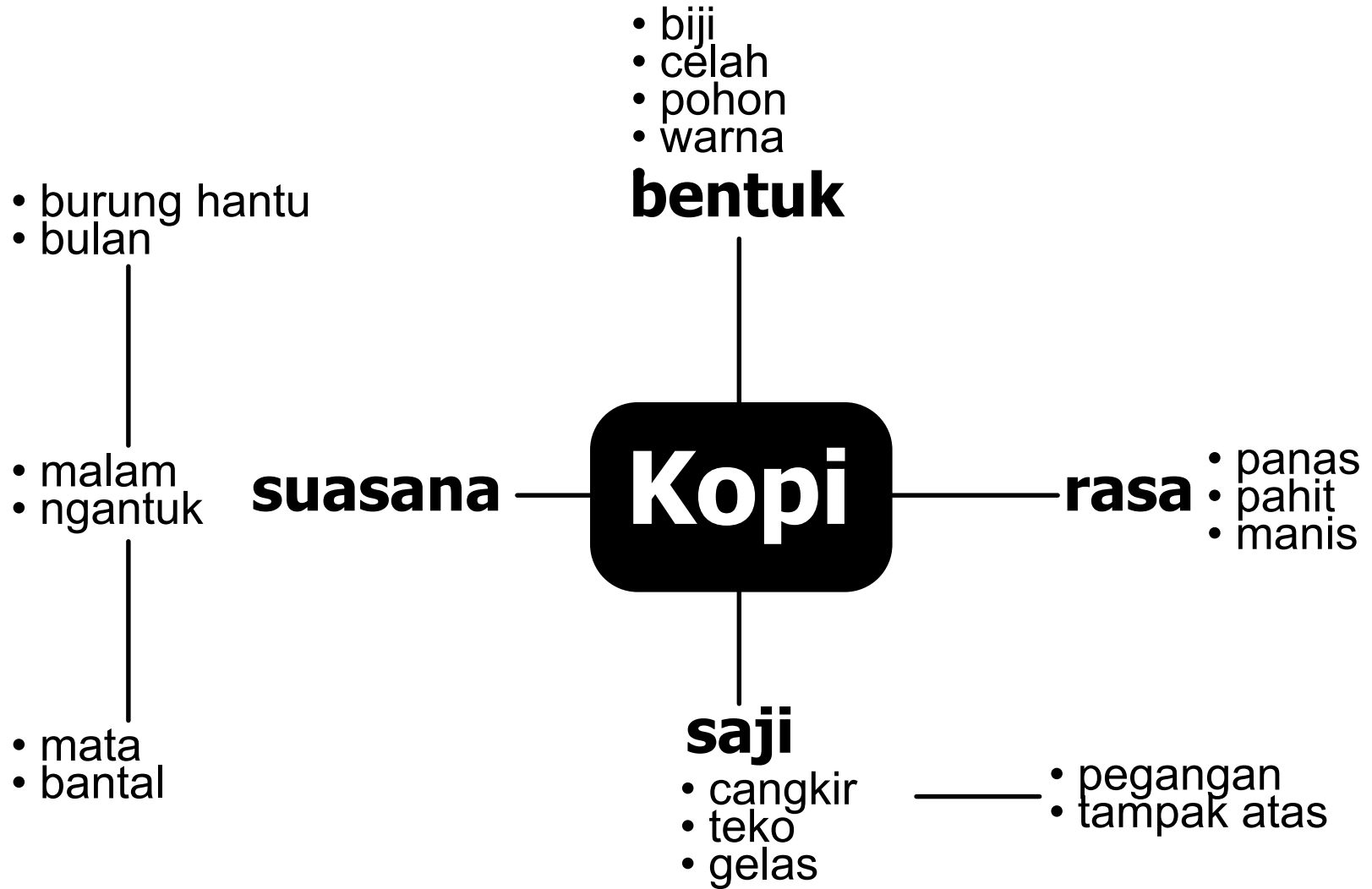
**PARTAI  
ANTI  
KORUPSI  
INDONESIA**



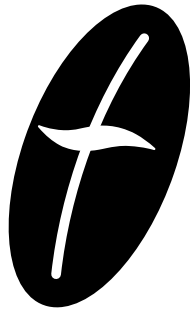
**BENTUK DALAM  
RUANG NEGATIF**



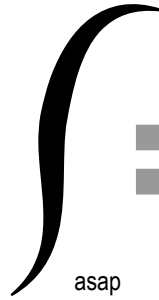
# MIND MAPPING



2 KATA KUNCI



biji kopi



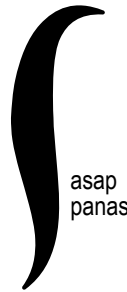
asap  
panas



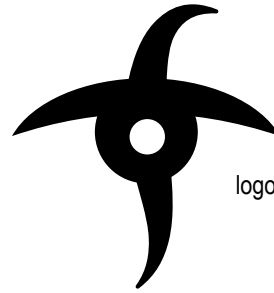
logo



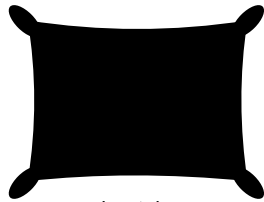
mata



asap  
panas



logo



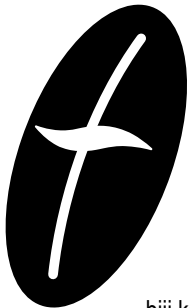
bantal



bulan  
sabit



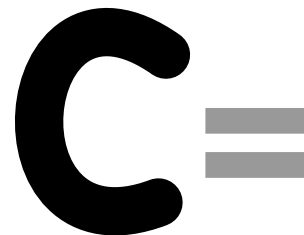
logo



biji kopi



asap  
panas



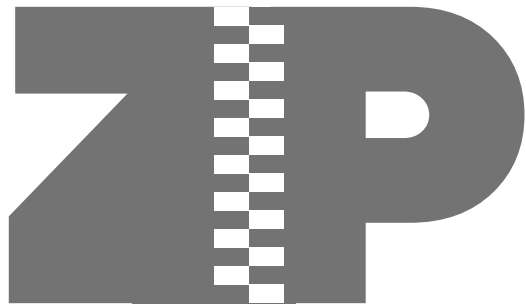
pegangan  
cangkir

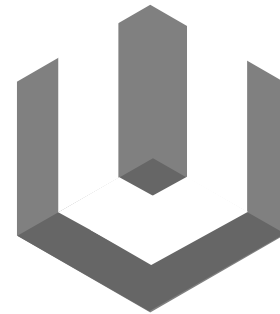


logo



# 1 KATA KUNCI

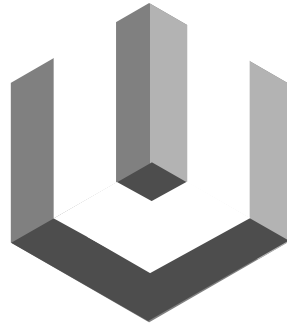




**BENTUK LUAR  
SEDERHANA**

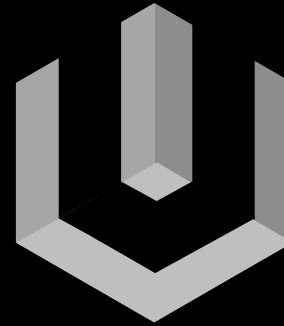
# 4 GAYA WARNA

Full Color



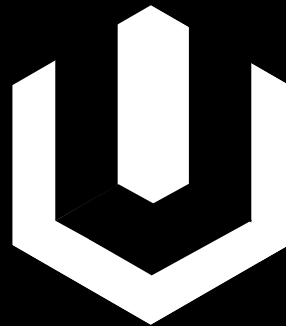
**ULTRABOX**  
APARTMENT

Grayscale Invert



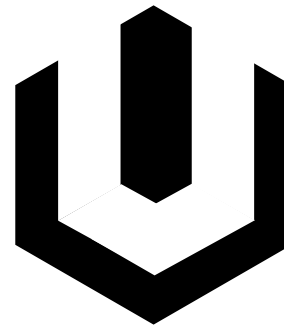
**ULTRABOX**  
APARTMENT

Black & White Invert



**ULTRABOX**  
APARTMENT

Black & White



**ULTRABOX**  
APARTMENT